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of the
**DAHLIA
WORLD**

BULBS *and* **SEEDS**



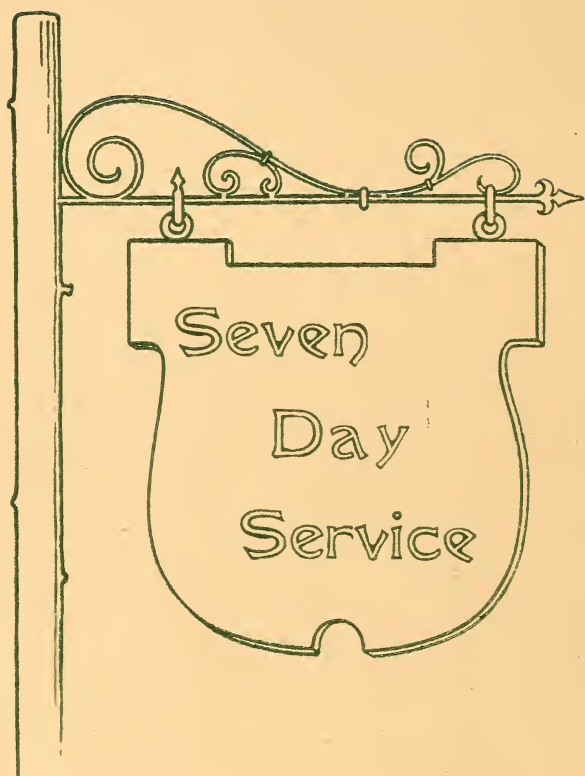
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▲ ▲ J. HERBERT ▲ ▲
ALEXANDER

**DAHLIATOWN
MIDDLEBORO, MASS.**

1929

On the
**CAPE
ROAD**



MY CUSTOMERS may be interested to know that I am prepared to give service seven days each week and as late as nine o'clock each evening. I have found that evenings, Saturday afternoons, and Sundays are the only times convenient for many of you to visit my gardens. You can depend that you and your friends are always welcome and that I shall strive to make your visit to "Dahliatown" as pleasant as possible



J. HERBERT ALEXANDER



A Bit of News

“**D**AHLIATOWN” has grown rapidly this past year, both in acreage and improvements. Thinking you would be interested to know how I am progressing, I will mention a few of my most important accomplishments. By purchasing, last Spring, sixteen acres of adjoining land, I have increased my gardens to forty-six acres, forty of which are under cultivation, principally to dahlias.

My Gladioli planting was more than doubled, totaling approximately six hundred thousand blooming sized bulbs, with considerably over two million smaller bulbs, most of which will produce blooms this Fall. Altho my Peony planting has averaged about the same as a year ago, my business in Dutch Bulbs (Tulips, Hyacinths, Crocus, etc.) easily trippled that of last Fall, which is very gratifying. By adding Vegetable and Flower Seeds, I am now able to supply my customers with the most reliable seeds that can be obtained. Realizing the importance of dependable seeds, I have been exceptionally careful in my selections, — that this new feature may develop rapidly.

To accommodate the tremendous increase in my business I have been obliged to add a third floor to my bulb warehouse, giving me 4,320 sq. ft. of floor space. With the installation, this Fall, of a new heating plant, I have added 14,000 cu. ft. of cellar storage space for bulbs. I have developed my auto drives so that they are over a mile long, with either dahlias or glads on both sides. You are most cordially invited to visit my gardens whenever you are in this locality and I assure you that I will strive to make your visit as pleasant as possible. Come and bring your friends — the more the merrier. My gardens are located on the State road from Boston to Cape Cod, between the towns of Bridgewater and Middleboro. Don't forget that cut-flowers may be enjoyed from May until frost.

You may be interested to know that my sales this past year were nearly double those of a year ago, which is the kind of encouragement I have received by standing by one principle, that of sending my customers the best that can be grown. If a dahlia will not produce an abundance of flowers and is not one that I can honestly recommend for garden or exhibition purposes, it is not a worthy variety to sell to my customers. In all other bulbs and seeds I am very careful that only the most desirable varieties are offered and that they are strong, healthy and full of vitality. My seeds all pass highest germination tests. Bulbs and Seeds of highest quality are my standard. Many new varieties have been tried, tested-out and finally discarded, and while this takes time and money, I find it pays me, as I can truthfully recommend everything I am offering. They include the very finest new creations and the cream of the older favorites.

I shall strive to continue my policy of conscientious service and hope to receive your order again this coming season. You can depend upon careful personal attention which I feel sure will give you complete satisfaction. Soliciting a share of your patronage, I remain,

Yours for floral success,

J. HERBERT ALEXANDER,

“Dahliatown”

Middleboro, Massachusetts

January 1, 1929.



Mrs. Harry T. Wright (See description on Page 16)



J. Herbert Alexander

SEEDS



A New Alexander Feature

I take pleasure in offering for the first time a collection of Vegetable and Flower Seeds. Thinking that most of my customers would find it an advantage to purchase their Seeds at the same time as they do their Bulbs, I am adding this new line.

It has always been my aim to sell the very best quality bulbs that I can grow, and by doing this I have built an exceptionally good business in a comparatively short time.

Knowing that you would like to have a dependable source, from which to secure your supply, I have selected Seeds that will prove to be absolutely fresh and of highest quality, — from the most reliable sources. To develop and maintain a Seed business, I must give you at all times, only Seeds that are sure-to-grow and sure to produce good crops. These Seeds are thoroughly tested as to strength and vitality so that you are assured of strong germination.

Most failures with Seeds are due to causes beyond my control; — such as, unfavorable weather or soil conditions either at planting time or immediately following; sowing Seed too deep or too shallow; improper soil conditions which would cause even the best Seed to rot; insects of different descriptions destroying the Seed before germination takes place; and other insects, in the soil or above, destroying the plants as soon as they appear. All of these conditions render it impossible for me to guarantee success.

While I exercise the greatest care to have all Seeds pure; of strong germination; and reliable, I give no warranty, expressed or implied, and will not be responsible for damages arising from any breach of condition, expressed or implied, as to variety, description, quality, productiveness, or any other matter of any Seeds I sell, and will not be in any way responsible for the crop.

I assure you, however, that it is always my desire to help all my customers, that they may have the best possible results. Should you have trouble with any of my Seeds, I would appreciate your writing me relative to the condition, type, and depth of soil; type of fertilizer, and how applied; depth Seed was planted, and approximate date planted. This information will help me to judge where the trouble lies, and to assist you in rectifying it, if I can diagnose the cause.

Your success means my success, so you can depend that I want everything I sell you to give you the very best of satisfaction. Anytime anything is not perfectly satisfactory I will greatly appreciate your courtesy in calling the matter to my attention.



VEGETABLE SEEDS

Beans

Bountiful. One of the best all-round Bush Beans in cultivation. Very early, vigorous, hardy and productive. The tender, flat green pods are strictly stringless. Pods $6\frac{1}{2}$ to 7 inches long, thick, flat, and slightly curved, of fine quality, color a light green. If picked before the pods attain full size, plants continue to bear for a long time. A most popular and sweet flavored variety. Pkt. 10c, $\frac{1}{2}$ lb. 30c, 1 lb. 50c, 2 lbs. 95c, 8 lbs. \$3.50.

Burpee's Stringless Green-Pod. The finest Green-Pod Bush Bean in cultivation. This famous "snap" bean is unequalled. The plants are medium large, of somewhat spreading growth, with dark green foliage and always of strictly bush form. The pods are medium in length, slightly curved, and are so thick — even when quite young, as to be double-barreled. Pods are an attractive rich green. Enormously productive, and combines this feature with hardiness and extreme earliness. Pods, even when fully grown, are

meaty and juicy, lacking even the faintest signs of any strings. Tender, brittle, and of very fine flavor. Pkt. 10c, $\frac{1}{2}$ lb. 30c, 1 lb. 50c, 2 lbs. 95c, 8 lbs. \$3.50.

Dwarf Horticultural. Large green pods splashed with red. The popular shell bean for home and market. 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.25.

French Dwarf Horticultural. Young pods are stringless. Used for both shell and string bean purposes. The round seeds are light buff spotted with red. Pkt. 10c, $\frac{1}{2}$ lb. 30c, 1 lb. 55c, 2 lbs. \$1.00, 8 lbs. \$3.50.

Golden-Eyed Wax. Far superior to the Improved Golden Wax. Early, long, flat pods. Probably the best Wax Bean. Pkt. 10c, $\frac{1}{2}$ lb. 25c, 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.50.

Golden Wax. Probably the most popular of the Wax varieties and one of the best. Very early and productive; pods 4 to $4\frac{1}{2}$ inches long, very stout, oval, brittle, stringless and slightly curved; good quality; light yellow; seed white mottled brown. Pkt. 10c, $\frac{1}{2}$ lb. 25c, 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.50.



J. Herbert Alexander

Improved Rust Proof Golden Wax.

Closely resembles the Golden Wax, differing only in having shorter, stouter, straighter, and flatter pods. The brown mottled seed is darker in color than that of the Golden Wax. Pkt. 10c, $\frac{1}{2}$ lb. 25c, 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.50.

Kentucky Wonder or Old Homestead.

Pole or Running Bean. A very prolific, long, green podded sort. Sometimes known as the "Snake Bean" and without doubt the best pole string bean offered. Pkt. 10c, $\frac{1}{2}$ lb. 25c, 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.50.

Low's Champion Bush. A very old variety of the Horticultural type, sometimes known as Red Cranberry. Pods deep green about 5 inches long, very flat, extremely straight, stringless, tender, and of fine quality. Beans deep red. Extensively used as a canning variety, in the Eastern States. Pkt. 10c, $\frac{1}{2}$ lb. 25c, 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.50.

Red Kidney. One of the best shell beans. Of Dwarf growth and very hardy. Pods are $5\frac{1}{2}$ to 6 inches long, produced in great numbers on strictly dwarf bushes. Pkt. 10c, $\frac{1}{2}$ lb. 25c, 1 lb. 40c, 2 lbs. 75c, 8 lbs. \$2.50.

Beets

Crosby's Egyptian. The best early beet, small top and top root. Skin very dark red, roots a flattened globe shape. Recommended. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c, 1 lb. \$2.50.

Detroit Dark Red. The very best Home, Market Garden and Canning sort. Roots uniformly smooth, of medium size, good texture, and globe shaped. Skin dark red, flesh solid vermilion red. Tops are small, upright, dark green, shaded red. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.50.

Mangel Beets

Mammoth Long Red. The best giant long red variety. Under good culti-

vation immense crops can be secured with little labor, — 10 to 15 tons per acre, not unusual. Oz. 10c, lb. 60c, 5 lbs. \$2.50, 10 lbs. \$4.00.

Brussel Sprouts

Danish Giant. Very large, sprouts closely set and develop uniformly. Pkt. 10c, oz. 50c, $\frac{1}{4}$ lb. \$1.50.

Early Improved Paris Market. A very desirable variety, best early sort. Pkt. 10c, oz. 50c, $\frac{1}{4}$ lb. \$1.50.

Cabbage

Copenhagen Market. One of the best early cabbages, as early as the Jersey Wakefield, heads large, uniform size, averaging, under good conditions, about ten pounds each. This variety is growing in popularity with the Market Gardener. Pkt. 1 oz. 35c, $\frac{1}{4}$ lb. \$1.00.

Danish Ball Head. Best late winter variety, large round solid heads, splendid keeper. Pkt. 10c, $\frac{1}{2}$ oz. 20c, 1 oz. 35c, $\frac{1}{4}$ lb. \$1.00.

Early Jersey Wakefield. Market Gardeners can find nothing better for an early cabbage. Heads somewhat pointed, extremely solid, superior quality. Pkt. 10c, $\frac{1}{2}$ oz. 20c, 1 oz. 35c, $\frac{1}{4}$ lb. \$1.00.

Carrots

Chantenay or Model. Highly recommended, earlier than Danvers half long. Excellent deep orange-red color, roots about 6 inches long. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 60c, 1 lb. \$1.50.

Danvers Half Long. The most desirable main crop variety, an excellent keeper, roots 6 to 8 inches long tapering to a blunt point; flesh, deep orange, tender and good quality. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 60c, 1 lb. \$1.50.

Long Orange Improved. An excellent mid-season, standard sort. Roots 12 inches long about 3 inches broad at crown, tapering regularly to a point; deep orange color. Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Middleboro, Massachusetts



Corn

Country Gentleman. Late, large ear, kernels white and sharp pointed. A fine late variety and a general favorite. $\frac{1}{2}$ lb. 20c, lb. 30c, 2 lbs. 60c, 5 lbs. \$1.25, 10 lbs. \$2.00.

Crosby's Early. The standard favorite early white variety. Sweet and tender, ears 7 inches long, 12 rowed. $\frac{1}{2}$ lb. 20c, 1 lb. 35c, 2 lbs. 60c, 5 lbs. \$1.25, 10 lbs. \$2.00.

Golden Bantam. The most popular variety of yellow sweet corn ever offered; one of the earliest, sweetest and hardiest. Highly recommended. $\frac{1}{2}$ lb. 20c, 1 lb. 35c, 2 lbs. 60c, 5 lbs. \$1.25, 10 lbs. \$2.00.

Stowell's Evergreen. The standard and best known sweet corn. Ears 8 to 9 inches long, 16 to 18 rows; very deep, sweet grain, high quality, very late. $\frac{1}{2}$ lb. 20c, 1 lb. 35c, 2 lbs. 60c, 5 lbs. \$1.25, 10 lbs. \$2.00.

Woodruff's Extra Early Yellow. One of the new vegetable wonders. Extra early and highly recommended. Earlier than Golden Bantam. $\frac{1}{2}$ lb. 40c, lb. 80c, 2 lbs. \$1.00, 5 lbs. \$2.00.

Pop Corn

White Rice. Small seeded white corn, popping pure white, without kernel. Lb. 20c.

Cucumber

Arlington White Spine. Seed from selected stock of the "Improved White Spine," giving cucumbers of more uniform size and better color. Highly recommended. Pkt. 15c, oz. 30c, $\frac{1}{4}$ lb. \$1.00.

Boston Pickling. Abundant crop of short dark green fruit. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Early White Spine. One of the most popular and best known cucumbers. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c.

Extra Early Green Prolific. The earliest and one of the most prolific. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Henderson's Perfected White Spine. Very vigorous and productive, a very fine strain of White Spine. Pkt. 15c, oz. 30c, $\frac{1}{4}$ lb. 55c, lb. \$1.75.

Improved White Spine. Early, general favorite and most popular variety; splendid. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Fordhook Famous. Largest of the White Spine family. Fruit long, thick and tapering at both ends; crisp and solid, a fine slicing sort, color light green. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c.

Kale or Borecole

Dwarf Siberian or Imperial Longstanding. (German Greens.) Most vigorous spreading variety, leaves large rather plain in center, but curled, cut and frilled at the edges. Color a bluish green. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 70c, lb. \$2.00.

Lettuce

Big Boston. (Extra Select.) Very popular for outside culture as well as cold frame forcing. Heads large and compact; leaves broad, almost smooth but wavy at the edge; color light green, slightly tinged reddish brown; heart greenish-white tinged yellow. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.00.

Early Curled Simpson. (White Seeded.) A leading early loose-heading variety of fairly large size; leaves broad, heavily curled and well frilled at edges; color light green; quality good. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.00.

Hanson-Improved. One of the most reliable sure heading sorts. Heads globular, large and late; leaves large and very broad, fairly crumpled, borders finely frilled; color clear light green; quality good. A fine variety for mid-summer planting outside, as it withstands the hot season better than most sorts and is a slow seeder. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.00.

Iceburg. A large, late, crisp, cabbage-heading variety; heads very firm, hard and well blanched; leaves unusually broad and crumpled, borders firmly frilled; color medium green, quality good; tender. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.50.



Muskmelons

Emerald Gem. Small but prolific, superior quality, orange flesh. Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 75c, lb. \$1.75.

Fordhook. Medium size, round; flesh thick orange-yellow; excellent quality. Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. \$1.75.

Honey Dew. A new distinct melon of the Cassaba type. Fruit large, 8 to 10 inches long; flesh creamy-white, turning to a lemon tint when ripe, very tender and melting, ripening to the rind, with an extreme sweetness found in no other melon, delicious honey-like flavor. Pkt. 10c, oz. 50c, $\frac{1}{4}$ lb. \$1.50.

Osage or Miller's Cream. Thick salmon-colored flesh; large, superior quality. One of the best standard varieties. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 85c, lb. \$1.75.

Rocky Ford or Netted Gem. Very popular; flesh light green; sweet and delicate flavor. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$1.50.

Trial Ground Mixture. All varieties. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 70c, lb. \$1.25.

Parsnip

Hollow Crown or Large Sugar Parsnip. Standard sort, good flavor. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c.

Improved Guernsey. Clean skinned, very fine. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c.

Parsley

Extra Double Curled. Extra fine for garnishing. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c.

Peas

Alaska or Clipper. An extra early, smooth blue pea. Vines about 2 feet high, dark green pods, well filled. Pkt. 20c, lb. 30c, 2 lbs. 50c, 5 lbs. \$1.00.

Dwarf Telephone or Carter's Daisy. Pods large, peas wrinkled, sweet and tender; profuse bearer. Height 18 inches. Pkt. 20c, lb. 40c, 2 lbs. 70c, 5 lbs. \$1.50.

First and Best. A standard extra early prolific, smooth white pea. $2\frac{1}{2}$ feet high. Pkt. 20c, lb. 30c, 2 lbs. 50c, 5 lbs. \$1.00.

Gradus or Prosperity. The most popular early variety. Pods large, pointed and uniform in shape, peas of fine flavor. Vines $2\frac{1}{2}$ to 3 feet tall. Pkt. 20c, lb. 50c, 2 lbs. 80c, 5 lbs. \$2.00.

Nott's Excelsior. The standard of quality in home gardens. No other dwarf wrinkled pea is so widely planted. Vines of regular habit, about 14 inches high. Pkt. 20c, lb. 40c, 3 lbs. \$1.00, 10 lbs. \$3.00.

Telephone, Tall Improved. This is a distinct and very desirable improvement on the ordinary Telephone. It is the result of careful breeding and selection. Although of giant size, these wrinkled peas are sugary, rich and tender. 4 feet high. Pkt. 20c, lb. 25c, 3 lbs. \$1.00, 10 lbs. \$3.00.

Thomas Laxton. This reliable pea is similar to Gradus, but has darker foliage and square ended pods. Although a wrinkled sort of excellent quality, it may be planted about as early as smooth varieties. Pkt. 20c, lb. 35c, 3 lbs. \$1.00, 10 lbs. \$3.00.

Pepper

Cayenne, Large Thick. Very hot variety. Pods three to four inches, cone shaped, coral red when ripe. Pkt. 10c, oz. 75c.

Chinese Giant. Grows very large and uniform, as early as Ruby King and very mild. Pkt. 15c, oz. \$1.00.

Large Bell or Bull Nose. (Sweet.) Early, large fruit. Pkt. 10c, oz. 50c.

Ruby King. Bright ruby red, flesh thick, sweet and mild. 4 to 6 inches long and 3 to 4 inches thick. Pkt. 10c, oz. 50c.

Squash or Tomato Shaped. The kind most generally grown for pickling, an excellent mild sort. Pkt. 15c, oz. 50c.



Pumpkin

Sweet or Sugar. Round, small, very sweet. Excellent table variety and most popular for general cultivation. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 60c, lb. \$2.00.

Radish

Brightest Long Scarlet, or Long Cardinal. Crisp, tender, vivid scarlet tipped white. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 60c, lb. \$2.00.

Cartiers Long Scarlet or Shepherd. Deep scarlet, white tip, 7 to 8 inches long, very handsome sort. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.35.

Crimson Giant. One of the best for out-door culture. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$2.00.

Early Scarlet Turnip Shaped. Very early and crisp. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.60.

Giant White Stuttgart. Oval shaped, large, mild and tender. For late Summer and Autumn use. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.75.

Rosy Gem or Scarlet Globe White Tipped. Very early, round, — a superior strain. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 60c, lb. \$2.00.

Vick's Scarlet Globe. Very earliest, always crisp and tender. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.75.

White Icicle. Leading long white radish, one of the earliest, — earlier than "Lady Finger." Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.75.

White Tipped Scarlet Turnip Sparkler. Very popular. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 50c, lb. \$1.75.

Spinach

King of Denmark. A new sort from Denmark, an improved type. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 30c, lb. \$1.00.

New Zealand. Very productive and spreading. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.00.

Summer Squash

Burpee's Early Fordhook. Bush; small oblong variety, excellent Summer or Winter; eight to ten inches long, slightly ridged; skin smooth, thin and yellow; flesh very thick, straw colored, sweet. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 35c, lb. \$1.00.

Early Golden Summer Crookneck. Earlier than the "Giant Crookneck." About 12 inches long, hard shelled when ripe, color bright yellow. Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 50c, lb. \$1.50.

Mammoth Yellow Summer Crookneck. The largest and one of the earliest bush varieties, often 2 ft. long, very warty, deep orange yellow. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 60c, lb. \$2.00.

Swiss Chard

Lucullus. Very large, crumpled leaves, general favorite. Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 60c, lb. \$1.75.

Winter Squash

Boston Marrow. In form and size similar to Hubbard, shell bright orange, flesh yellow and firm, the best for pies and canning. Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 50c, lb. \$1.25.

Blue Hubbard. Hard shell, thick meat, dry and fine quality, favorite winter sort. Pkt. 10c, oz. 30c, $\frac{1}{4}$ lb. \$1.00.

Gregory's Delicious. Many consider this superior to Hubbard in dryness, sweetness and flavor. Dark green, fine grained yellow flesh. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.50.

Golden or Red Hubbard. Wonderful keeper. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 75c, lb. \$2.25.

Hubbard. (Selected.) Most popular in all parts of this country. Dark green, with orange yellow flesh. Pkt. 10c, oz. 25c, $\frac{1}{4}$ lb. 70c, lb. \$2.25.



J. Herbert Alexander

Tomato

Bonnie Best. About a week earlier than "Chalk's Jewell." Pkt. 10c, oz. 50c, $\frac{1}{4}$ lb. \$1.50.

Chalk's Early Jewell. Extra early bright red, fine flavor, very productive. Pkt. 10c, oz. 50c, $\frac{1}{4}$ lb. \$1.25.

Dwarf Champion. Dwarf and strong habit of growth. Very solid and of extra quality. Pkt. 10c, oz. 30c, $\frac{1}{4}$ lb. \$1.00.

Dwarf Stone. The largest dwarf sort. Fruit bright scarlet. Pkt. 10c, oz. 35c, $\frac{1}{4}$ lb. \$1.25.

Earlianna. Earliest and best bright red, smooth and firm. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.25.

John Baer. Most profitable for Market Gardeners. Large size for an early tomato; nearly round, clear scarlet. Pkt. 10c, oz. 50c, $\frac{1}{4}$ lb. \$1.75.

Stone. Very smooth, solid and thick, flesh brightest scarlet. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.00.

Sutton's Best of All. The best English sort. Pkt. 10c, oz. 40c, $\frac{1}{4}$ lb. \$1.25.

Turnip

American Purple Top. Large oblong bright yellow. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 40c, lb. \$1.00.

Sweet German. The best pure white variety for winter. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 40c, lb. \$1.00.

Yellow Globe or Stone. Round smooth, light yellow of good quality. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 40c, lb. \$1.00.

Watermelon

Cole's Early. One of the best of the early sorts; hardy, medium size, nearly round, rind dark green striped a lighter shade, flesh deep pink, of excellent quality. Seeds black. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 50c.

Fordhook Early. An extra early variety of fine quality. Fair size, round to oblong, flesh bright red, seeds white. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 50c.

Harris Earliest. Medium sized extra early melon. Very similar to Cole's Early. Pkt. 10c, oz. 15c, $\frac{1}{4}$ lb. 50c.



FLOWER SEEDS

Alyssum

Excellent sweetly scented plants, ideal for the rockery or front of borders. Bloom profusely all Summer. A good edging plant of easy culture.

Little Gem. (Annual.) Recommended white, for edging, 4 inches tall. Pkt. 10c, $\frac{1}{4}$ oz. 30c, oz. \$1.00.

Sweet Alyssum. (Annual.) The well known fragrant white. Pkt. 10c, $\frac{1}{4}$ oz. 20c, oz. 75c.

Saxatile Compactum. (Perennial.) Hardy, will produce hundreds of golden yellow flowers in one year. Pkt. 15c, $\frac{1}{4}$ oz. 50c, oz. \$1.50.



Asters

Heart of France. The largest flowering of the very dark red sorts, grows nearly 2 feet high, nicely branched, strong long stems, late flowering. Pkt. 25c, $\frac{1}{4}$ oz. \$1.50.

Crimson King. The finest mid-season crimson aster. Pkt. 15c, $\frac{1}{4}$ oz. \$1.25.

Lavender King. Beautiful large lavender, mid-season. Pkt. 15c, $\frac{1}{4}$ oz. \$1.25.

Pink King. Best bright pink, mid-season. Pkt. 15c, $\frac{1}{4}$ oz. \$1.25.

Rose King. Large deep pink, mid-season. Pkt. 15c, $\frac{1}{4}$ oz. \$1.25.

Violet King. Best branching violet, mid-season. Pkt. 15c, $\frac{1}{4}$ oz. \$1.25.

White King. Beautiful clear white, mid-season. Pkt. 15c, $\frac{1}{4}$ oz. \$1.25.

Choice Mixture, including all colors above. Pkt. 15c, $\frac{1}{4}$ oz. \$1.00.

Calendula

Some times called "Pot Marigold." Excellent for cutting and table decoration.

Lemon Queen. Large beautiful flowers. Pkt. 10c, $\frac{1}{4}$ oz. 25c, oz. 75c.

Meteor. Cream-yellow edged orange. Pkt. 10c, $\frac{1}{4}$ oz. 20c, oz. 50c.

Orange King. Rich dark orange. Pkt. 10c, $\frac{1}{4}$ oz. 25c, oz. 75c.

Double Mixed, a choice mixture. Pkt. 10c, oz. 35c.

Candytuft — Iberis

Very beautiful showy, branching annual plants. Seed sown in Spring out-doors will produce flowers from July until September. Very effective for beds and borders.

Alexander's Giant White. Immense spikes, the largest white, extra selected strain. Pkt. 15c, $\frac{1}{4}$ oz. 50c.

Empress. Large white. Pkt. 10c, $\frac{1}{4}$ oz. 20c, oz. 60c.

Rose Cardinal. Brilliant rosy-red. 1 foot tall. Pkt. 15c, $\frac{1}{4}$ oz. 50c.

Cosmos

Mammoth Late Blooming. In pink, red or white, any colors at 10c per Pkt., 30c $\frac{1}{4}$ oz.

Mixed Cosmos. Pkt. 10c, $\frac{1}{4}$ oz. 30c.

Dahlia

Dahlia seed, started early in a hot bed, will produce flowers the first year. They should be planted and transplanted into the open the same as you would Tomatoes.

Alexander's Phenomenal Creations. Selected from my very best varieties. Highly recommended. \$2.00 per pkt.

Alexander's Art Dahlias. Single and semi-double flowered varieties, very free-flowering. Pkt. 25c.

Colarette-Single Mixed. Pkt. 20c, $\frac{1}{4}$ oz. \$1.50.

General Mixture. Pkt. 20c, $\frac{1}{4}$ oz. \$1.50.

Delphinium — Larkspur

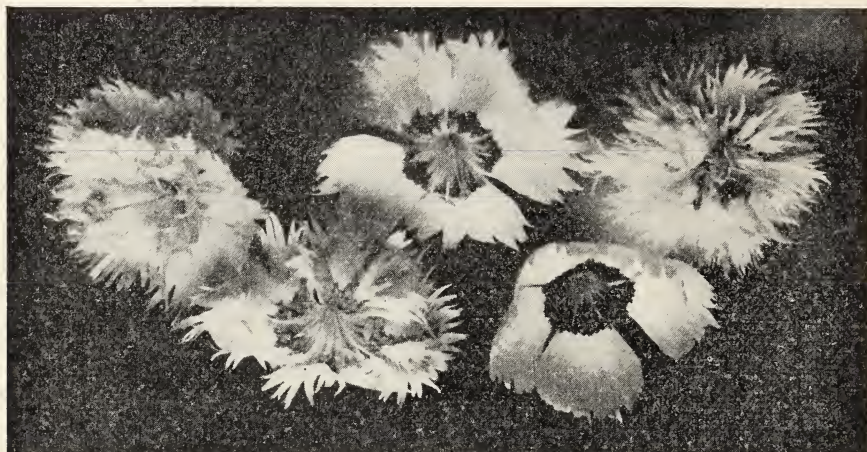
Alexander's Aristocrats. (Perennial.) Selected Hybrids from one of the finest collections in the world; including the most exceptional large flowered varieties, the cream of the Hollyhock-flowered and the finest long spiked varieties. Very large color range, from most delicate blues to deepest purples, with many rare blends. Pkt. \$2.00.

Samuel Watkins English Hollyhock-flowered Wrexham Strain. (Perennial.) An exceptionally fine strain including all of the best and most unusual colors, very tall sturdy growers. Pkt. \$1.00.

Gold Medal Hybrids. (Perennial.) Finest general assortment. Pkt. 25c, $\frac{1}{4}$ oz. \$1.00.



J. Herbert Alexander



Hardy Carnations, (see below)

Hardy Carnations

Clove Scented Pinks. See illustration.
Double and semi-double mixed.
Pkt. 10c.

Lupins — Hardy Sweet Peas

Alexander's New Hybrids. A very
choice strain, including all colors.
Pkt. 25c.

Polyphyllus Blue. Pkt. 10c, $\frac{1}{4}$ oz. 25c.

P. Roseus. Soft pink, very pretty.
Pkt. 15c, $\frac{1}{4}$ oz. 50c.

P. White. Pkt. 10c, $\frac{1}{4}$ oz. 25c.

P. Mixed. Pkt. 10c, $\frac{1}{4}$ oz. 20c.

Everlastings

They should be grown in a good
loamy soil, gathered when partially
unfolded, and suspended with their
heads downward in a cool place. 1 to
2 ft. tall.

Helichrysum, Fireball. (Annual.)

Double crimson. Pkt. 10c, $\frac{1}{4}$ oz. 40c.

H. Golden Ball. Double yellow. Pkt.
10c, $\frac{1}{4}$ oz. 40c.

H. Rose Queen. Double rose. Pkt.
10c, $\frac{1}{4}$ oz. 40c.

H. Salmon Queen. Double salmon.
Pkt. 10c, $\frac{1}{4}$ oz. 40c.

H. Snowball. Double white. Pkt. 10c,
 $\frac{1}{4}$ oz. 40c.

H. Violet Queen. Double violet. Pkt.
10c, $\frac{1}{4}$ oz. 40c.

H. Monstruosum. Double mixed. Pkt.
10c, $\frac{1}{4}$ oz. 40c.

Physalis Francheti. Winter Cherry or
Chinese Lantern Plant. (Perennial),
orange-scarlet fruits. Pkt. 25c, $\frac{1}{4}$
oz. 75c.

Marigold

Alexander's Sunburst Lemon. (African.) Double lemon-yellow, 4-5
inches in diameter. Pkt. 25c, $\frac{1}{8}$ oz.
\$1.00.

Alexander's Sunburst Orange. (African.) Double orange-yellow, 5 to 6
inches in diameter. Pkt. 25c, $\frac{1}{8}$ oz.
\$1.00.

Dwarf Choice Mixed. (French.) Double.
Pkt. 10c, $\frac{1}{4}$ oz. 30c, oz. \$1.00.

Tall Choice Mixed. (French.) Double.
Pkt. 10c, $\frac{1}{4}$ oz. 30c, oz. \$1.00.



Phlox

Drummondii. An extremely beautiful type of annual Phlox, producing an abundance of bloom throughout the Summer. The flowers, which are borne in immense trusses are found in a variety of beautiful colors, many with attractive centers. Very easily grown. Pkt. 10c, $\frac{1}{4}$ oz. 75c.

Nasturtiums



These are among the most easily grown annuals; for beauty and profusion they cannot be excelled. The tall varieties are excellent for covering trellises or rockeries. The Dwarf sorts are most desirable for bedding and edgings.

Alexander's Tall Surprise Mixture.
Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 50c, lb. \$1.65.

Alexander's Dwarf Favorite Mixture.
Pkt. 10c, oz. 20c, $\frac{1}{4}$ lb. 50c, lb. \$1.65.

Petunias

The Petunias are among the most satisfactory of annuals, being free-flowering, sweet-scented and easily cultivated. They are well known favorites, effective and beautiful in window boxes, borders, beds, urns — anywhere a touch of color is required. They will thrive in almost any soil and produce a brilliant array of color throughout a long season.

Alexander's Ruffled Aristocrats. These are the finest developments in Single Petunias, with flowers of phenomenal size, three to five inches in diameter. They are exquisitely ruffled and frilled, having the greatest color range, from white, pale apple-blossom pink, amaranth and lilac pink, thru the most beautiful reds,

to mauve, blue and deepest purple. There are reds veined mahogany with black center; pure flame rose pinks without a touch of purple, and others so unusually mottled and veined, they give you the most rare Single Petunias obtainable. Pkt. \$1.00, large pkt. \$2.00.

Alexander's Double Ruffled Aristocrats. Like the Singles above in their variety of colors and gigantic size, but producing a very large percentage of double flowers; an exceptionally rare offering. Pkt. \$2.00, large pkt. \$4.00.

Diener's Ruffled Monsters. Single, rare California Hybrids. Pkt. 50c.

Choice Single Mixed. A good mixture for bedding, baskets, vases, etc. Pkt. 10c, $\frac{1}{4}$ oz. 50c, oz. \$1.50.

Diener's Double Ruffled Monsters. Giants from California, very fine mixture. \$1.00 per pkt.

Double Choice Mixture. Pkt. 35c, 3 for \$1.00.

Poppies



Alexander's Selected Shirley Poppies.

An extra choice strain of these charming Poppies, including pure white, pink, salmon, terra-cotta, rosy carmine, chamoise, rosy red and deepest crimson. 18 inches tall. Pkt. 10c, oz. 50c.

Iceland Poppy, (Nudicaule.) Single mixed perennial Poppies, in white, yellow, orange-scarlet and red. The first of the Poppies to bloom. Pkt. 25c, $\frac{1}{4}$ oz. \$1.00.

Oriental Poppy, (Orientale.) Large magnificently brilliant flowers, choicest mixture. Pkt. 15c, $\frac{1}{4}$ oz. \$1.00.



J. Herbert Alexander

Portulaca

Portulaca Grandiflora. Beautiful dwarf plants that will bloom profusely all Summer. Their richly colored flowers make very effective and brilliant displays when planted in large beds and masses; one of our best annuals, easily grown. My select mixture includes all shades of crimson, pink, white, yellow and scarlet. Pkt. 10c, $\frac{1}{4}$ oz. 50c.



The Sweet Peas are among the most desired of garden annuals, their dainty flowers and delightful perfume make them universally esteemed. For best results the soil should be thoroughly and deeply dug over, a good liberal application of well-rotted manure worked-in, and the seeds planted six inches deep. Cover two inches at time of planting and fill in the balance as the vines grow. They enjoy plenty of water and manure, and require frequent cultivation. Plant seeds one to two inches apart. They should be supported. I offer the cream of the Spencer varieties — the Spencer's are the Aristocrats of the Sweet-Pea family.

Giant Spencer Sweet Peas

- Constance Oliver.** Standards, peach blossom pink; wings, bright rose; very large, exquisitely waved. Pkt. 10c.
- Countess Spencer.** Large clear bright pink on long stems. Pkt. 10c.
- Dainty Spencer.** Large, beautifully waved, white with pink edge, very free-flowering. Pkt. 10c.
- Florence Nightingale.** Very large, fine, pure lavender. Pkt. 10c.

George Herbert. Very large waved, carmine-rose suffused with magenta. Pkt. 10c.

King Edward Spencer. Very fine large, beautifully waved flowers, crimson-scarlet. Pkt. 10c.

Margaret Atlee. The best rich pink, a giant in size and a strong grower. Pkt. 10c.

Royal Purple. Beautiful rich deep purple, best of its class. Pkt. 10c.

Warrior. Best deep maroon, flowers large and well waved. Pkt. 10c.

White Spencer. Very large, pure white, exceptionally fragrant on long stems. Pkt. 10c.

Special Offer. Any six of the above, your choice for 50c.

Choice Mixture of Giant Spencers from above named varieties. Pkt. 10c, $\frac{1}{4}$ oz. 20c, oz. 50c.

Eckford's Mixture, (Grandiflora type.) Pkt. 10c, oz. 25c.

Verbena

The Verbena is today one of the most popular annuals for bedding purposes, its vigorous growth, free-blooming qualities, and brilliancy of coloring making it most desirable. I offer the finest giant flowered strain. A choice mixture of blue, pink, purple, scarlet, yellow, white and striped sorts. Pkt. 10c, $\frac{1}{4}$ oz. 60c.



Zinnias

- Alexander's Dahlia-flowered.** A new type of large flowered broad petaled Zinnia, being much larger than the Giant type. A choice mixture of all colors. Pkt. 25c, $\frac{1}{4}$ oz. \$1.50.
- Giant.** Double flowered tall Zinnia, all colors. Pkt. 10c, $\frac{1}{4}$ oz. 50c.



Dahlia Aristocrats

Phenomenal New Dahlias for 1929

Andreas Hofer. This new Holland importation is the finest of the modern Cactus Dahlias I have seen. In color, it is a most delightful shade of rose-pink blending to yellow at the center. In addition to its exquisite coloring, it has exceptionally long, stiff stems, — so long that this is one of the very best dahlias for cut-flower purposes that I have seen among the new creations. It is an especially abundant bloomer, flowering continuously from early July until killed by frost in October. Highly recommended. \$3.00 each.

Arthur J. Collins. Decorative. The largest and most extraordinary of our recent creations. In addition to being a giant in size, it has extra long, stiff, wiry stems, making it especially desirable for garden and cut-flower purposes. It is a seedling from "Mrs. I. de Ver Warner" possessing the same great size and remarkable vitality. In color it is a rich royal purple with a silvery sheen. A magnificent new creation worthy of a place in the most exclusive garden. \$3.00 each.

Mrs. Elmer O. Drew. This immense new creation attracted considerable attention in my garden this past Fall. Its flowers are of tremendous size, — six to nine inches in diameter (without forcing or disbudding), and are composed of very long, beautifully curled petals. Rich purplish-maroon. Some would classify it as a Hybrid Cactus, but I think it nearer a Hybrid Decorative. Blooms very abundantly and gives complete satisfaction. \$1.00 each.

President Hoover. Hybrid Decorative.

This new creation has a most unusual and desirable color combination, making it one of the finest new dahlias. A brilliant orange with tips of white — one visitor to our gardens described it as pure white with heart of gold. In addition to being one of the most attractive dahlias yet developed, it is an exceptionally abundant and continuous bloomer. One of the finest two-colored dahlias I have ever seen and one that I can highly recommend. \$5.00 each.

Radio. Decorative. This phenomenal dahlia will produce flowers of greater size than any other dahlia I have grown; grown ordinarily (without forcing, etc.), it produces flowers eight to ten inches in diameter. In addition to its gigantic size, it is a continuous bloomer, producing its magnificent flowers on strong stiff stems. In color, a most attractive combination of deep "American Beauty" red blending to yellow at center, with tips of gold. It makes a very sturdy and vigorous plant and one that I can recommend to the most critical dahlia enthusiast. \$2.00 each.

World's Best White. Largest and best of the white decorative type. A beautiful soft creamy white of perfect formation. \$2.00 each.

One of each of the above Six New and Rare Dahlias for 1929, — 6 wonderful creations for \$15.00.



J. Herbert Alexander

Exceptional Dahlias



Mrs. I. De Ver Warner (See description on Page 17)

Amun Ra, "The Sun God." This very fine dahlia holds the record of winning first prize for three consecutive years on the Pacific Coast. A gigantic flower of Decorative type; in color, a blending of copper and bronze, with orange and gold tints. \$1.00 each, 6 for \$5.00, \$10.00 per dozen.

Bashful Giant. One of the largest flowering Decorative dahlias in existence. Its gigantic blooms are excellent for exhibition, not only because of size, but also for its beautiful coloring. An exquisite apricot with buff and gold tints. One of the best. A very free and continuous bloomer. 75c each, 3 for \$2.00, \$7.50 per dozen.

Beatrice Slocombe. A perfectly formed Decorative flower of rich carmine-red blending to old gold, each petal tipped gold. It is an early, continu-

ous and abundant bloomer which makes it ideal as a garden variety. The combination of colors is very attractive, a most unique and pleasing blossom. \$2.00 each.

Emperor, The. An exceptional decorative dahlia; its enormous size, its beautiful deep color; its perfectly formed flower and its extra long stem, make this a magnificent prize winner of highest quality. The flower is made up of long, flat, purplish-maroon petals — the color is so intense that it does

not spot under any weather conditions. \$1.00 each, 6 for \$5.00.

Glory of New Haven. One of the most beautiful Decorative dahlias grown, and in my opinion the finest of the lavender shades. It might be described as a pink-mauve or silvery lilac. Its flowers are of large size, and are produced with remarkable freedom on long stiff stems. A very sturdy vigorous growing plant. An exceptional dahlia. \$1.00 each, 6 for \$5.00, \$10.00 per dozen.

Jersey's Beauty. One of the most advertised dahlias in recent years, a beautiful rose-pink with silvery sheen. Its stems are very stiff, and altho of medium size, it has proven itself one of the favorites of dahlia lovers. It is ideal for cutting and decorating. \$1.00 ea., \$10.00 per doz.

Mrs. Harry T. Wright. One of the very finest dahlias on the market,

and unquestionably my finest seedling. It is named expressly for and with permission of Mrs. Harry Temple Wright of Rockland, Mass., an enthusiastic lover of flowers. With blossoms of gigantic size, produced on exceptionally long, stiff stems, it holds a supreme place in the dahlia-world. A Decorative dahlia with blends of favorite autumn shades — a golden apricot-buff. Worthy of a place in the most exclusive garden. \$2.00 each.

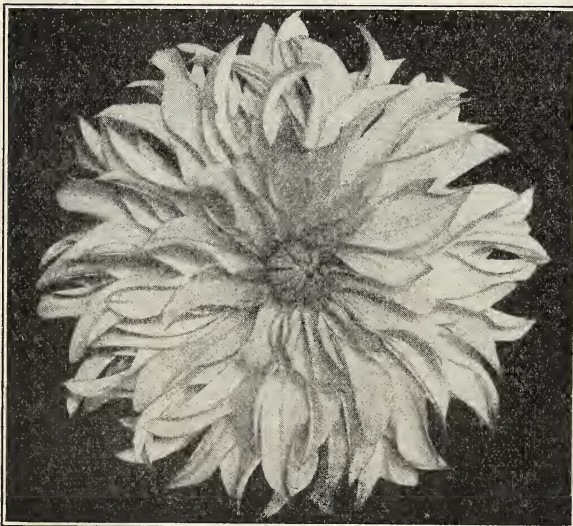
Mrs. I. de Ver Warner. A blossom of soft orchid coloring and unquestionably, a dahlia of great merit. Its clarming color, very large flowers, and long, strong, stems made it the cynosure for all eyes at recent exhibitions. A lovely, deep, mauve-pink, of perfect form, a true Decorative type which is impressive in its very large size, — without exception a leader among the better dahlias. Extremely strong growing, very abundant blooming, and lending itself to either exhibition or garden uses with equal success. 75c each, 3 for \$2.00, 6 for \$3.75, \$7.50 per dozen.

Mrs. John L. Emerson. A favorite garden and exhibition Dahlia that will produce six to eight inch flowers throughout the season. In color, a beautiful golden-yellow overlaid carmine-red. One of the largest and most attractive Decorative dahlias grown. Very long, curling, pointed petals make it a pleasing cut-flower dahlia. \$2.00 each, 3 for \$5.00.

Paul Michael or California Gold. A

Decorative dahlia of the soft, fluffy type. Can be grown to majestic size for exhibition, if shaded a week before showing. This variety is one of the largest and most beautiful and it is a pleasure to recommend it. Twice it has been awarded a prize for the largest dahlia in California shows. In color a rich pure gold, or deep orange buff. An early continuous and abundant bloomer. Flowers are produced on strong plants of medium height. Ideal for garden or exhibition. \$1.00 each, 3 for \$2.75, 6 for \$5.00, \$10.00 per doz.

Sequoia Gigantea. Another gigantic Californian production of excellent habits. It is well named as it is as sturdy as the giant trees of California, and towers above other plants in the garden. An immense flower of buttercup-yellow with a suggestion of red. The largest and best of the deep yellow Decoratives. A very broad well formed flower produced on stems as stiff as cane. \$1.00 each, 3 for \$2.75, 6 for \$5.00.



Paul Michael, pure gold, \$1.00 each

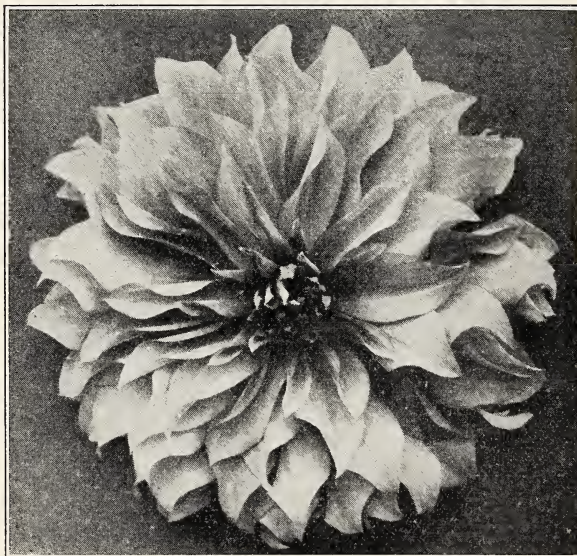


J. Herbert Alexander

Wm. H. Slocombe. The largest and best pale yellow Decorative dahlia to my knowledge. Flowers are from six to eight inches in diameter and can be grown much larger by forcing and disbudding. A clear prim-rose yellow. Recommended for both garden and exhibition purposes. \$1.00 each, 3 for \$2.75, 6 for \$5.00, \$10.00 per dozen.

This collection of Twelve Exceptional Decorative Dahlias for \$12.00 postpaid. A phenomenal collection. One each of Bashful Giant, Mrs. I. de Ver Warner, Paul Michael and Mrs. John L. Emerson for \$5.00 postpaid.

Giant Decorative Dahlias



Dahlia, Bertha Story, rose-pink, \$1.00 each

Aida. A continuous flowering new creation of beautiful formation; very rich, deep, crimson-maroon coloring. Huge flowers are developed upon long stiff stems. \$1.00 each, 3 for \$2.75.

Al Koran. Early flowering, very tall, continuous blooming, golden yellow overlaid apricot. \$1.00 each, 3 for \$2.75.

Bertha Story. A very fine Decorative dahlia. Large flowers of a clear

rose-pink in which white petals occasionally appear, adding to its attractiveness. A free bloomer and very desirable as a garden variety. 75c each, 3 for \$2.00, 6 for \$3.75, \$7.50 per dozen.

Bonnie Brae. A very large soft rose-pink flower blending to cream in the center. Like a pond lily in coloring. Very soft and dainty in appearance, as its petals are not as "set" looking as a pond lily. A true Decorative type, an exceptional exhibition variety and also very effective in the garden. A variety

which is much admired at the gardens. 75c each, 3 for \$2.00, 6 for \$3.75, \$7.50 per dozen.

Chieftan. Brilliant cherry red, — some flowers coming variegated. The variegated form is very striking, — an orange-buff striped and splashed with cherry-red. A very rare novelty which is sure to give satisfaction. Exceptionally free-flowering. \$1.00 each, 3 for \$2.75, 6 for \$5.00.



Dr. Tevis. A very large flower of salmon-buff suffused with rose, unusual in coloring. 75c each, 4 for \$2.00.

El Dorado. Large, tall grower; white tinted apple blossom pink. Very good for cutting. 50c each.

Elizabeth Slocombe. The largest and best of its color to my knowledge, and one that I can highly recommend at any price. Its immense flowers are produced on exceptionally long stiff stems, making it very desirable for cutting and exhibition purposes. A very strong vigorous grower. The brilliant purplish-garnet coloring makes it very effective in the garden. As the flower matures, it fades to a lovely shade of garnet. A very deep flower of Decorative type. 50c each, 3 for \$1.25, 6 for \$2.75, \$5.00 per dozen.

General Custer. Pale sulphur-yellow with a pinkish tint. Different from any other variety. 50c each.

Glorianna. An orange-gold and bronze blend, having a long stem and a large beautiful flower. Excellent for garden and cut-flower purposes. \$1.00 each.

Judge Alton B. Parker. Giant golden bronze with blends of apricot toward the center. 50c each.

Junior. An enormous pure lavender, a seedling from "Millionaire." Good for exhibition. 50c each.

Mildred Alger. A rare novelty, pale sulphur yellow attractively striped, splashed and marked deep maroon. Free-flowering. \$1.00 each.

Millionaire. A giant lavender shading to white at center. Dwarf grower. One of the largest dahlias in existence, often 10 inches in diameter. A perfectly formed Decorative dahlia. Very popular. 50c each, 3 for \$1.25, 6 for \$2.50, \$5.00 per dozen.

Mrs. Carl Salbach. A beautiful lavender pink Decorative dahlia which has blends of deeper lavender toward the center. This sensational dahlia has remarkable length of stem, and is a perfect cut-flower

and exhibition type, as it lasts so long after cutting. These stately, beautiful blooms are worthy of a place in any garden. 75c each, 3 for \$2.00, 6 for \$3.75, \$7.50 per dozen.



Noir Alvarez

Noir Alvarez. One of the finest of the darker colors in Dahlias, as it looks at times nearly black. A rich deep velvety ox-blood-red. An exceptionally fine Decorative variety of large size, which is always a continuous and abundant bloomer. The plants are tall and vigorous, producing flowers well above the foliage. Highly recommended for all purposes. 50c each, 3 for \$1.25, 6 for \$2.50, \$5.00 per dozen.

Pride of California. Mammoth rich "American Beauty" red; very tall vigorous grower, flowering continuously from early Summer until late Fall. Its perfectly formed flowers are produced on strong stems, well above the foliage. Decorative type. Exceptionally large. 50c each, 3 for \$1.25, 6 for \$2.50, \$5.00 per dozen.

Snowdrift. A pure white Decorative Dahlia of good form. 50c each.

Swift. Large, pure yellow, occasionally tipped white. 50c each.



The Eagle. A Californian creation of unusual formation resembling a giant Chrysanthemum. Its petals are long, narrow and irregularly twisted and curled. A beautifully canary yellow, very dainty and graceful. \$1.00 each.

One of each of the above 20 Giant Decorative Dahlias for \$10.00 postpaid. One of each of Bertha Story, Bonnie Brae, Elizabeth Slocombe, Mrs. Carl Salbach and Glorianna for \$3.00. One each of Millionaire, Pride of California, General Custer, Noir Alvarez, and Dr. Tevis for \$2.00 postpaid.

Select Decorative Dahlias

Darlene. An exquisite shade of live shell-pink with a dainty blending of white at center. It is an early and continuous bloomer, excellent for florists' use. Flowers very uniform and perfect are produced on long stiff stems well above the foliage. I can recommend this Decorative dahlia highly for cut-flower and garden purposes. 25c each, 3 for 70c, 6 for \$1.25, \$2.50 per dozen.

Della V. Potter. Lavender-pink, 25c each.

Frank A. Walker. A fine Decorative cut-flower dahlia, which is a continuous and abundant bloomer. Very good for cut-flower purposes. Good florists' variety. In color a beautiful shade of lavender pink, deeper pink at the center. 25c each, 3 for 70c, 6 for \$1.25, \$2.50 per dozen.

J. M. Goodrich. Salmon-pink, each petal effectively tipped primrose yellow. 25c each.

King of the Autumn. A dainty orange-buff shade. One of the older favorites. 35c each, 3 for \$1.00, 6 for \$1.75.

Lake Erie. Deepest lavender. 25c each.

Liberty Bond. Orange-yellow. 25c each.

Miss Atlantic City. Blends of salmon, buff, and orange. 35c each. 3 for \$1.00.

Mr. Crowley. Watermelon-pink with blends of golden yellow. Very attractive. 50c each.

Mina Burgle. Brilliant fiery scarlet. 25c each, 6 for \$1.25, \$2.50 per dozen.

Purple Manitou. Brilliant clear purple. 25c each.

Theodore Roosevelt. Deep yellow. 35c each, 3 for \$1.00.

Queen Mary. Soft shade of pink. 25c each.

Scuvenir de Gustav Doazon. Large orange-red Decorative. Very abundant and continuous bloomer. 25c each, 3 for 70c, 6 for \$1.25, \$2.50 per dozen.

One of each of the above 14 select Decorative Dahlias for \$4.00. One of each of Darlene, Frank A. Walker, King of the Autumn, Purple Manitou, and Souv. de G. Doazon for \$1.00 postpaid.

Exceptional Cactus Dahlias



California Enchantress

California Enchantress. A Hybrid Cactus dahlia of great substance, its flowers are of large size, and produced on very strong stems of wiry stiffness. In color it is a delicate shade of rose-pink to lavender-pink with slight blending of white toward the center, making it very beautiful. With three admirable qualities: size, erect stems, and sturdy growth, it is a splendid dahlia. \$1.00 each, 6 for \$5.00.

Countess of Lonsdale. One of the older favorites that for years has been one of the most popular. Today it is in great demand, because it is one of the most continuous and abundant flowering dahlias in existence. Its flowers are produced on long stiff stems, making it very desirable for cut-flower purposes. Salmon-red or cinnamon-red. One of the most beautiful of the autumn shades. 50c each, 3 for \$1.25, 6 for \$2.50, \$5.00 per dozen.



George Walters

Cynthia Shurtleff. A very lovely orchid-pink Cactus dahlia, with slight blending of white toward the center. 75c each, three for \$2.00.

Effective. One of the very finest for cut-flower and garden purposes, because of its ability to bloom. It blossoms very continuously and abundantly, making it very much desired. In color, it is of the favorite autumn shades, a bright primrose shaded amber. Its plants are a solid mass of flowers throughout the entire season. 50c each, 3 for \$1.25, 6 for \$2.50, \$5.00 per doz.

Kalif. This German importation is the largest and best of the brilliant scarlet Hybrid Cactus dahlias on the market, and one I can highly recommend. A truly majestic flower, perfect for exhibition or garden purposes. A rich deep glowing scarlet. A favorite everywhere. 75c each, 3 for \$2.00, 6 for \$3.75, \$7.50 per doz.

George Walters. A wonderful Hybrid Cactus dahlia that I highly recommend. It is a dahlia of gigantic size, one of the very largest and finest on the market. In color, a beautiful shade of salmon-pink artistically blending to old gold. Its flowers are perfectly formed, of very good substance, and produced on exceptionally long stems, well above the foliage. A strong sturdy grower, equally desirable for exhibition, garden or cut-flower purposes. \$1.00 each, 3 for \$2.50, 6 for \$5.00, \$10.00 per dozen.

J. Herbert Alexander. (See illustration on page 23.) Considering that this Incurved Cactus Dahlia is named for me, I will be as modest as possible in describing it. The plants have an upright pleasing style of growth and are remarkably free-flowering. Its flowers are of gigantic size, and the plants continue to produce good sized flowers throughout the entire season. The coloring of this dahlia is very beautiful, and is always a favorite wherever I have exhibited it. The center is a charming shade of golden-yellow, exquisitely blending to clear deep salmon-pink. You will find this one of the best all-round Cactus dahlias in existence. \$2.00 each, 3 for \$5.00.

Middleborn, Massachusetts



Louise Slocombe. An entirely new shade in Hybrid Cactus dahlias, deep rose overlaid amaranth pink with an exquisite silvery sheen. The general impression is that of silvery rose. An early and continuous bloomer, producing its large sized flowers abundantly. Another character of importance is the length of its stems, which are often 12 to 18 inches long and longer, and as stiff as cane, making it a very fine cut-flower dahlia. Recommended for either garden or cut-flower purposes. \$1.00 each, 3 for \$2.75, 6 for \$5.00, \$10.00 per dozen.

Mrs. Charles H. Breck. A very unusual combination of colors, rarely found among dahlias. This Hybrid Cactus dahlia is of rich sulphur-yellow, blending to rose-pink and lilac. Its stems are very long, stiff and upright, making it an ideal garden and cut-flower dahlia. One of the most continuous bloomers. 75c each, 3 for \$2.00, \$7.50 per dozen.

Pierrot. A pleasing shade of amber-bronze, occasionally tipped white. 50c each.

Rene Cayeux. Always a favorite and one really deserving of its popularity. This choice French creation is one of the most abundant flowering dahlias in existence, being literally covered with flowers until very late. It is one of the earliest and most continuous bloomers as well. In color, a rich clear glowing crimson-red. Highly recommended; one that will give satisfaction under all conditions. 50c each, 3 for \$1.25, 6 for \$2.50, \$5.00 per dozen.

Tom Lundy. This California creation is one of

the largest of the Hybrid Cactus Dahlias, a perfectly gorgeous dark velvety red. \$1.00 each, 6 for \$5.00, \$10.00 per dozen.

Special Offer. One each of the above 12 Exceptional Cactus Dahlias, 12 of the best Cactus dahlias on the market for \$10.00 postpaid.

One each of Rene Cayeux, California Enchantress, George Walters, Mrs. Chas. H. Breck, and Kalif for \$3.00 postpaid.

COMPLETE
CULTURAL
DIRECTIONS
enclosed with each order



J. Herbert Alexander (See Page 22)



J. Herbert Alexander

Select Cactus Dahlias

A. C. Lawrence. Large shell-pink. 35c each, 3 for \$1.00.

Advance. Bright fiery scarlet with slight blending of yellow at the base of each petal. 50c each.

Libelle. Abundant flowering, rich bright purple. One of the best for cutting. 25c each, 5 for \$1.00.

Marjorie Caselton. A very dainty Cactus dahlia of rose-pink with primrose-yellow center. Very continuous and abundant flowering.

One of the earliest to bloom. 25c each, 5 for \$1.00.

Mrs. Ferdinand Jeffries. Rich deepest maroon, or wine-red. Good bloomer. 35c each, 3 for \$1.00.

Perle de Lyon. Pure white, with occasional lavender tints. 35c each, 3 for \$1.00.

One of each of the above 6 Select Cactus Dahlias for \$2.00 postpaid.

Choice Pompon Dahlias

Brunette. Crimson blotched white. 50c each.

Challenge. White and deep maroon. Nearly every flower different. 50c each.

Golden Queen. Rich golden-yellow. 50c each.

Guiding Star. Pure white. 50c each.

Ideal. Yellow. 50c each.

Little Beauty. Pale pink. 35c each.

Little Dorothy. White occasionally striped and blotched reddish orange. 50c each.

Little Jennie. Primrose-yellow. 25c each.

Pride. Crimson. 50c each.

Purity. Pure white. 50c each.

Rosebud. White heavily tipped deepest rose. 50c each.

Vivid. Brilliant scarlet. 50c each.

One each of the above Twelve Choice Pompon Dahlias for \$5.00 postpaid. One each of Little Jennie, Vivid, and Guiding Star for \$1.00.

Collarette Dahlias

Achievement. Largest Collarette dahlia grown. Rich velvety-maroon with collar of snowy white. 50c each.

Marley. Yellow occasionally tinted red, yellow collar. 25c each.

Maurice Rivoire. Velvety maroon, with white collar. 25c each.

One each of the above Collarette Dahlias for \$1.00 postpaid.



Show Dahlias

Hybrid Show

D. M. Moore. Nearest to black of any dahlia on the market. 50c each.

Dreer's White. Tightly quilled, large, pure white, ball shaped dahlia. 50c each.

Grand Duke Alexis. Blends of lavender and white. 50c each.

Mrs. C. D. Anderson. One of the most attractive in my garden. A giant crimson-purple. An excellent cut-flower variety; tightly quilled; perfect formation; long, stiff stems. A splendid keeper when cut. Very striking when growing "en masse" in the garden. 50c each, 3 for \$1.25, 6 for \$2.75, \$5.00 per dozen.

Mrs. Lillie P. Hathaway. A lovely clear orange of perfect form. Very large. \$1.00 each.

Uncertainty, or Miss Ruth. This variety blooms in every conceivable combination of scarlet, pink, and white. No two flowers alike. 35c each, 3 for \$1.00.

W. W. Rawson. Pure white overlaid lavender. 50c each.

One of each of the above show Dahlias for \$3.00 postpaid.

Standard Show Dahlias

A. D. Livoni. A favorite old time, quilled, shell-pink, ball-shaped dahlia. 25c each, 5 for \$1.00.

Red Grand Duke. Rich deep red. 25c each, 5 for \$1.00.

Storm King. Reliable pure white. 25c each, 5 for \$1.00.

Vivian. White, edged very heavily with rose-violet. 25c each, 5 for \$1.00.

Yellow Duke. Pure golden yellow. 25c each, 5 for \$1.00.

One each of the above 5 Standard Show Dahlias for \$1.00 postpaid.

FIVE GIANT DAHLIAS \$2.00

Millionaire. Lavender.
Elizabeth Slocombe. Purple.
George Walters. Salmon.
Doazon. Orange-red.
Bertha Story. Rose-pink.

Peony-Flowered Dahlias

Geo. Walters, Jr. Salmon-pink. 50c each.

Mrs. Bowen Tufts. Large rose-purple. 25c each.

Pageant Beauty. Large orange with blends of gold and red. \$2.00 each.

Priscilla Agnew. Pure white. 25c each.

South Pole. Pure white. 35c each, 3 for \$1.00.

U. S. A. Deep orange. \$1.00 each.

Washington City. White. 50c each.

One of each of the above six Peony-flowered Dahlias for \$2.00 postpaid.



J. Herbert Alexander

Alexander's New and Rare Gladioli

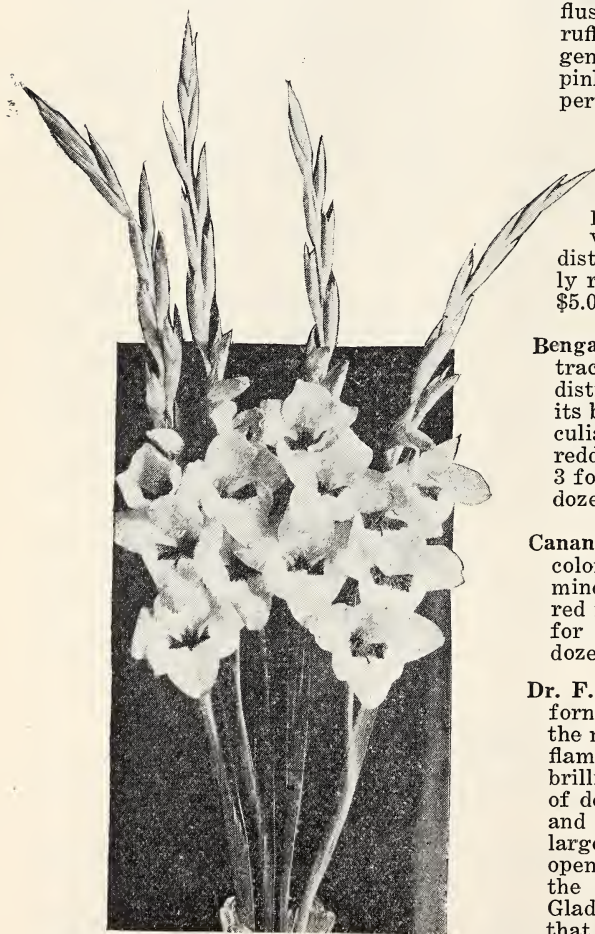
Annie Laurie. A real gem. White, flushed fresh rosy-pink, with ruffling of carmine-pink; the general effect is a dainty tone of pink. 50c each, 6 for \$2.50, \$5.00 per dozen.

Aristocrat. A most unusual and difficult color to describe. Pale salmon-pink blending to deep orange with cream throat and a very distinct violet feathering. Slightly ruffled. 50c each, 6 for \$2.50, \$5.00 per dozen.

Bengal Tiger. A very rare and attractive combination, which is distinctive both for its oddity and its barbaric gorgeousness. A peculiar shade of smoky-red, or reddish-salmon, — tiger striped. 3 for \$1.00, 6 for \$1.75, \$3.50 per dozen.

Canandaigua Red. A clear red self color, slightly lighter than carmine; different from any other red in Glads, — very stunning. 3 for \$1.00, 6 for \$1.75, \$3.50 per dozen.

Dr. F. E. Bennett. This new California creation seems to outrival the most brilliant poppies; a deep flame scarlet of most dazzling brilliancy; throat markings are of deep peach red, speckled ruby and white. Its flowers are the largest imaginable and many are open at one time. Named for the president of the American Gladiolus Society and is a Glad that I can highly recommend. Truly a remarkable creation. 50c each, 3 for \$1.50, \$5.00 per dozen.



Captain Boynton
(See Page 30)



Dr. Nelson Shook. This new rich deep Tyrian-rose Glad created a sensation wherever exhibited last season. One of the most desirable. 50c each, 6 for \$2.50, \$5.00 per dozen.

Gladdie Boy. Is of the *Primulinus Grandiflorus* type, retaining the delicate coloring so characteristic. Each petal is gracefully frilled; color is very distinctive, a blending of orange and red with a deep yellow center, making it very unusual and attractive. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Henry Ford. Dark rhodamine-purple, shading to a deeper tone in the throat. \$2.00 per dozen, 6 for \$1.00.

La Rose. A pure self-color of deep Tyrian rose with extremely velvety surface. Very large, of good texture, excellent formation, unusually good keeper and one that will satisfy the most exacting fancier. \$5.00 per dozen, 6 for \$2.50, 50c each.

Longfellow. Clearest LaFrance pink, with prominent lighter mid-rib. Large, wide-open flowers of excellent form and perfectly placed on tall spikes. One of the most beautiful. \$5.00 per dozen, 6 for \$2.50.

Los Angeles. Soft shade of pink, feathered with cerise at throat. \$3.00 per dozen, 6 for \$1.50, 3 for \$1.00.

Marjorie Smith. An exceptional new creation of deep rich wine-red. Very strong, sturdy spike with flowers perfectly arranged; remarkable in size; excellent in every way. 50c each, 6 for \$2.50, \$5.00 per dozen.

Mathew Crawford. Beautifully ruffled blush-pink shading to dainty lavender with distinct lilac-purple throat markings. Very strong, robust grower. Exceptionally fine. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Minuet. A phenomenal creation of pure self color. Most beautiful clear rich lavender of tremendous size. Without exception the finest of its color in existence. \$2.50 each, 6 for \$12.00.

Mr. W. H. Phipps. An exceptional new creation, — one of the finest yet developed; stands far above most of the best Glads we know today. LaFrance pink overlaid with rosy-salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby; flowers enormous in size. 50c each, 3 for \$1.50, \$5.00 per dozen.

Mrs. H. M. Whitcomb. Gigantic rich deep begonia-rose, shading to brilliant flame; sturdy grower; immense spike; late bloomer. Exceptionally desirable and highly recommended. 75c each, 3 for \$2.00, \$7.50 per dozen.

Oh Boy. This new creation attracted considerable attention in the garden last Fall. The significance of the name is easily realized, when seeing this variety, as it fits in with the natural exclamations of delight upon discovering the unusual and singular beauty in the mammoth blossoms of this brilliant red self colored Glad. Flowers are often 8 inches across and many open at one time. Truly an aristocrat. \$3.00 each, 3 for \$8.00.

Persia. A remarkably colored Glad, having perfectly black buds, and blossoms of extremely deep red — on a mahogany tone, — so dark as to appear almost black. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Pearl of California. Clearest, softest LaFrance-pink blending to rosy white throat. \$2.50 each, 3 for \$7.00, \$20.00 per dozen.

Pride of Wanakah. A phenomenal creation easily ranking with the aristocrats of the gladioli-world; rare in beauty; excellent in formation; strikingly showy; highly recommended. Richest lavender-rose blossoms, shading to a deeper rose in the throat are well placed on tall spikes. \$5.00 per dozen, 6 for \$2.50.

Rita Beck. Exceptionally large; most beautiful; a dainty shade of pale salmon-pink; one of the largest known. \$4.00 each, 3 for \$10.00.



J. Herbert Alexander

Rotary Pink. A most beautiful and rare shade, — between watermelon red and coral pink with a lovely rose blending; its throat feathered rose-doree with a dainty white dash. Early bloomer. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Serrata. This is an extremely new type with its petals heavily serrated and laciniated, making it desirable

as a novelty. Clear creamy primrose-yellow. 75c each, 3 for \$2.00, 6 for \$3.75, \$7.50 per dozen.

Ruffolace. As white as snow and not only exquisitely ruffled, but beautifully fringed. An exceptional creation and one of the newest developments. \$15.00 each, 3 for \$40.00.

Alexander's Aristocrats

Carmen Sylvia. The largest and best pure white Glad to my knowledge. A gigantic snow-white with very delicately penciled throat markings of lilac. A very strong tall spike. Flowers are as waxy and glistening as an Easter Lily. \$2.00 per dozen, 6 for \$1.00.

Chateau Thierry. Brilliant coral red of tremendous size and exceptional qualities. Long strong spike and very sturdy grower. Very distinct and much desired. \$3.50 per dozen, 3 for \$1.00, 6 for \$1.75.

Diana. Wonderful large flaming crimson. Unquestionably the best early red, and one of the most brilliant and showy. Strong sturdy grower and a dependable bloomer. \$2.50 per dozen, 6 for \$1.25.

Fern Kyle. Introduced at \$25.00 per bulb. One of the finest ruffled creations; flowers of large size, great beauty, and refined form. A most beautiful soft creamy-white, more delicate than a lily. 50c each, 3 for \$1.50, \$5.00 per dozen.

Giant Nymph. One of the finest of the coral pinks, as well as one of the earliest. A giant among giants; a most beautiful LaFrance pink. \$3.50 per dozen, 3 for \$1.00, 6 for \$1.75.

Gold. The most beautiful of all the yellows, having the richest, deepest, pure yellow found in Gladioli. Excellent spike of perfectly formed flowers, truly exceptional. \$2.50 per dozen, 6 for \$1.25.

Loella. This creation ranks among the finest of the most rare and unusual color combinations in Gladiolus. A very odd, very pleasing shade of smoky old-rose, with occasional flecks and markings of deeper old rose. Exceptionally fine. 75c each, 3 for \$2.00, \$7.50 per dozen.

Mrs. Frederick C. Peters. A most delightful shade of rose-lilac with a soft blotch of rich crimson in the throat, making it one of the most unusual. A very late bloomer, which proves it a good addition to the Gladioli-world, because it comes into bloom after most other Glads have finished. \$2.50 per dozen, 6 for \$1.25.

Mrs. Leon Douglas. Truly an Aristocrat, the giant of the Gladioli family, its remarkable flowers growing from four to six inches across, and produced on an enormous spike. In addition to its crowning glory, — the size — it has exceptional colorings; a beautiful begonia rose, effectively marked and striped with flame and brilliant scarlet. It has a lip of pale lemon, slightly speckled ruby. 50c each, 3 for \$1.50, 6 for \$2.50, \$5.00 per dozen.

Purple Glory. An extraordinary Glad, which is beautifully ruffled. Deepest velvety maroon-red, with almost black blotches. One of the largest ruffled Glads. \$2.50 per dozen, 6 for \$1.25.



Carmen Sylvia
(See Page 28)

Pink Wonder. A dainty shell-pink, occasionally splashed pale geranium pink; phenomenal in size, as many flowers are 6½ inches in diameter. \$2.50 per dozen, 6 for \$1.25.

Rose Ash. Corinthian red shading to ashes of roses on the outer edges; lower petals light yellow heavily speckled with red. Very large, strong spike. \$2.50 per dozen, 6 for \$1.25.

Three bulbs of each of Alexander's Aristocrats, (36 bulbs) 12 marvelous varieties for \$10.00; Six of each (72 bulbs) for \$18.00; 12 of each (144 bulbs) for \$35.00 postpaid. This is the most remarkable collection of Gladioli ever offered, every one being exceptional in size and beauty.

SURPRISE COLLECTION

40 bulbs, 8 distinct colors, for \$2.00

5 America, lavender-pink	\$.25
5 Halley, salmon	.25
5 Herada, orchid-lavender	.75
5 Mrs. F. Pendleton, blotched	.50
5 Neoga, velvety deep maroon	.75
5 Panama, clear rose-pink	.50
5 Principine, red, large white throat	.25
5 Wilbrink, blush-lilac	.25

\$3.50

The above collection for \$2.00

Alexander's Unusual Gladioli



Loella, smoky old-rose, 75c each.
(See Page 28)

Anna Eberius. Dark velvety-purple, throat shading deeper; wide open flowers of great substance. \$1.50 per dozen, 6 for 75c.

Baron J. Hulot. Brilliant pansy purple with deeper purple throat markings. Very unusual, and much desired. \$1.50 per dozen, 6 for 75c.

Capt. Boynton. Exquisite orchid or light lavender with a blotch of deeper lavender in the throat. Very large flowers of unusual beauty produced on a long strong spike. \$5.00 per dozen, 6 for \$2.50, 3 for \$1.50.

Dick. Lavender purple with unusual throat markings. Very odd. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Diener's American Beauty. Brilliant "American Beauty Rose" color, with prominent cream yellow throat. Many blooms open at one time. Very rare. 50c each, 6 for \$2.50, \$5.00 per dozen.

Dorritt. White, striped and splashed rose-red, very attractive and much admired. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Empress of India. Very dark maroon, almost black. \$1.50 per dozen, 6 for 75c.

Exquisite. Brilliant deep crimson or wine red. Very rich and beautiful color. Rare. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Henry C. Goehl. Very large flowers of white, slightly flushed pink, with a conspicuous deep crimson blotch. Very attractive and unusual. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Mona Lisa. Blush pink or soft palest rose-pink, very delicate. \$2.00 per dozen, 6 for \$1.00.

Middlebarn, Massachusetts



Muriel. A most exquisite bluish-lavender with darker throat. Many flowers open at one time; one of the rarest and best blue shades. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Nora. Pale blue with reddish blue throat. \$2.00 per dozen, 6 for \$1.00.

Parliament. Gigantic salmon-red or begonia rose with white throat, very rare. \$5.00 per dozen, 6 for \$2.50, 3 for \$1.50.

Peach Rose. Deepest rose-pink, with rich deep red throat. \$3.50 per dozen, 3 for \$1.00.

Prince of India. A very rare and unusual Glad. Smoky old-rose, with deeper coppery markings and odd red striped throat. Well named as its color brings to mind Indian turbans. Very scarce. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Rev. Ewbank. Light porcelain blue. \$2.00 per dozen, 6 for \$1.00.

Sheila. A beautiful light coral, somewhat similar to "Alice Tiplady," but with more salmon shading than

orange. Very early. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Sweet Lavender. Very light lavender, with a deep lavender throat; early bloomer. \$1.50 per dozen, 6 for 75c.

White Wonder. Large white with attractive pink stripes and markings. \$2.50 per dozen, 6 for \$1.25, 3 for 75c.

Willis E. Fryer. Very large sturdy grower; tall spike; beautiful rich deep purple with yellow throat markings; one of the best. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Three each of the above Unusual Glads, 20 rare varieties (60 bulbs) for \$16.00; 6 of each (120 bulbs) for \$30.00.

Three each of Empress of India, Anna Eberius, White Wonder, and Nora (12 bulbs) for \$2.00; 6 of each (24 bulbs) for \$4.00, 12 of each (48 bulbs) for \$7.50 postpaid.

Alexander's Exceptional Gladioli

Albania. Purest glistening white, unquestionably one of the most pleasing of the white varieties yet developed. Its flowers are correctly placed on the spike; set just close enough together to close up the intervening spaces. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Catherine Coleman. A most exquisite shade of coral-pink; very large flowers produced on an exceptionally long spike. Fifteen to twenty buds

on spike are common, with four or five flowers open at one time. 50c each, \$5.00 per dozen, 6 for \$2.50.

Diener's White. Very large white. Tall strong spike. Late bloomer. \$2.50 per dozen, 6 for \$1.25.

Golden Measure. Gigantic blossoms of rich golden yellow, with no markings. Strong vigorous grower. Should be in every collection of exceptional glads. \$2.50 per dozen, 6 for \$1.25.



J. Herbert Alexander

Marshall Foch. Many giant flowers open at one time, on a strong spike; vigorous grower. An exquisite shade of salmon-pink almost self color. \$2.50 per dozen, 6 for \$1.25

Mrs. Keur. Giant deep pink with yellow throat. Sometimes called "Roem Von Kennermerland." Very popular. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Pythia. The largest and best of the bright red Glads; a most beautiful crimson scarlet. Very strong grower. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Richard Diener. This is a color blending that is rare among Glads; a clear pure geranium-pink with a delicate sprinkling of ruby on creamy yellow center. Sometimes described as a live salmon-rose. 50c each, \$5.00 per dozen, 6 for \$2.50.

Rosy Glow. A pure lavender-pink with crimson red markings on the lower throat petals; very strong vigorous grower; much in demand. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Scarlet Wonder. Giant flowering, rich, glowing, scarlet-red; the most vivid and rich of the self-colored Glads. 50c each, \$5.00 per dozen, 6 for \$2.50.

Three each of the above Ten Exceptional Glads (30 bulbs) ten distinct varieties for \$10.00; six of each (60 bulbs) for \$18.00.

Three each of Albania, Golden Measure, and Richard Diener for \$3.00; six of each for \$5.00.

Alexander's Choice Ruffled Gladioli

Anthony B. Kunderd. Large, intensely ruffled; delicate deep cream color, overspread blush pink, lower petals primrose cream flushed pink at edges. 35c each, 3 for \$1.00, 6 for \$1.75, \$3.50 per dozen.

Avalon. Intensely ruffled blush white with very beautiful red throat markings. A magnificent flower. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

E. J. Shaylor. A very large beautiful deep rose-pink. Awarded certificate of merit by Royal Horticultural Society of England. Tall strong grower. \$1.50 per dozen, 6 for 75c.

Fontaine. One of the daintiest of all Glads. A very pale clear apple-blossom pink, with slight tints of salmon. Very exceptional. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Golden Glory. Large richly colored yellow, with very conspicuous blotch of carmine red. Very heavily ruffled. \$2.50 per dozen, 6 for \$1.25.

Hestia. Beautiful salmon-red blending to strawberry red. \$2.50 per dozen, 6 for \$1.25.

Marie Kunderd. Flowers of purest white with an almost invisible soft pink line in the center of lower petal. Very early bloomer. Winner of bronze medal of the American Gladiolus Society; a variety of exceptional merit. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Neoga. Rich dark garnet red with deepr throat; very prolific, producing from two to four spikes from one bulb. Ideal for mass effects, as it is a dwarf grower. Excellent in landscape work. 6 for 75c, \$1.50 per dozen, \$10.00 per 100.

Orange Glory. Bright orange with lighter throat. Very large flowers produced on tremendous spike. \$1.50 per dozen, 6 for 75c.



Pink Lily. Magnificently ruffled deep clear rose-pink, very beautiful. Deeper rose-pink blotch in throat. \$2.50 per dozen, 6 for \$1.25.

Remembrance. Beautiful salmon-pink with rich velvety maroon throat markings, making it distinctive. Very early bloomer, much desired. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Rosalind. Dark analine-red with deeper throat. Very dark and rich. \$3.50 per dozen, 3 for \$1.00.

Rose Glory. Very large and beautifully ruffled; an exquisite deep rose-pink, deeper in throat. \$2.50 per dozen, 6 for \$1.25.

Salmon Plume. Very deep salmon, with ruffled edges. One of the earliest to bloom. \$3.50 per dozen, 3 for \$1.00.

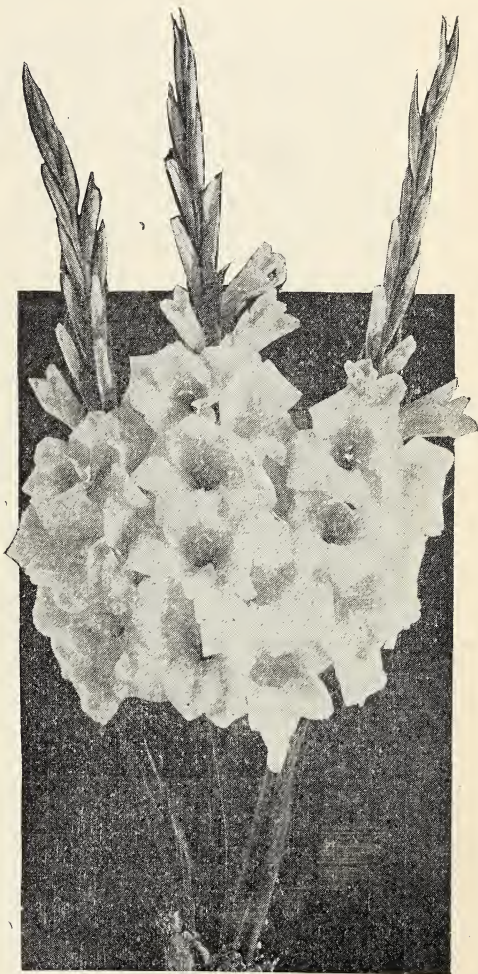
Violet Beauty. A very tall, large, cerise-violet, with red throat blotches. Very fine. Should be in every garden. \$3.50 per dozen, 6 for \$1.75, 3 for \$1.00.

Three of each of the above Fifteen Chociced Ruffled Glads (45 bulbs) 15 different colors for \$10.00, 6 of each for \$18.00, 12 of each for \$30.00.

Three each of E. J. Shaylor, Neoga, Remembrance, Marie Kunderd, and Violet Beauty,—15 Rare Ruffled Glads for \$3.00, 6 of each for \$5.00.

CHEAPEST MIXTURE OF GLADIOLI

An assortment of many colors and types, bulbs from $\frac{1}{2}$ inch to 1 inch in diameter. \$1.00 per 100; also smaller bulbs of this mixture, ones that probably will not bloom the first year at 50c per 100, 200 for \$1.00 postpaid.



Fern Kyle, beautiful creamy white, 50c each
(See Page 28)



J. Herbert Alexander

Select Gladioli

Betty Joy. Lovely mayflower-pink with cream throat. Very dainty. \$2.00 per dozen, 6 for \$1.00.

Crimson Glow. Large wide open flowers of glowing crimson-red. Best commercial red. \$1.50 per dozen, 6 for 75c.

Evelyn Kirkland. Beautiful salmon-pink with brilliant scarlet blotch on lower petals. Very large. \$1.00 per dozen, 6 for 50c.

Herada. A favorite and rare color, very beautiful orchid lavender, or deep lavender purple. Very desirable. 6 for 75c, \$1.50 per dozen, \$10.00 per 100.

Hopewell White. Almost pure white, many flowers open at one time. 6 for 50c, \$1.00 per dozen.

Mary Pickford. The earliest very delicate creamy white, with soft primrose-yellow throat. 6 for 75c, \$1.50 per dozen, \$10.00 per 100.

Mrs. Dr. Norton. Giant flowers of delicate pink, shading to rose-pink, with salmon-yellow throat. One of finest. 6 for 75c, \$1.50 per dozen, \$10.00 per 100.

Niagara. Primrose-yellow, occasion-

ally flecked lilac. 6 for 75c, \$1.50 per dozen, \$10.00 per 100.

Peace. Giant glistening white with purplish-red throat markings. Very late. Best commercial white. Exceptionally long strong spike. 6 for 50c, \$1.00 per dozen, \$7.00 per 100.

Prince of Wales. Early salmony-orange; very beautiful. 6 for 50c, \$1.00 per dozen, \$7.00 per 100.

Scarlet Princes. Sometimes known as "Virginia." Soft raspberry red, shading to begonia rose. 6 for 75c, \$1.50 per dozen, \$10.00 per 100.

1910 Rose. Beautiful deep, clear rose; one of the earliest; very desirable. 6 for \$1.00, \$2.00 per dozen, \$15.00 per 100.

Three of each of the above twelve Select Gladioli (36 bulbs) 12 different colors for \$4.50; 6 of each (72 bulbs) for \$8.00; 12 of each (144 bulbs) for \$15.00.

Three each of Crimson Glow, Herada, Mary Pickford, Mrs. Dr. Norton, and 1910 Rose (15 bulbs) for \$2.00; 6 of each for \$4.00; 12 of each for \$7.00.

RELIABLE COLLECTION \$1.00

Mary Pickford, cream
1910 Rose, deep rose
Mrs. Frank Pendleton, pink
Mrs. Dr. Norton, light pink
Halley, salmon
Schwaben, yellow
E. J. Shaylor, brilliant rose
Neoga, dark red
Alice Tiplady, orange
Herada, lavender
Panama, deep pink
Wilbrink, light pink

GEM COLLECTION \$3.00

Carmen Sylvia, white
Gold, yellow
Purple Glory, deep red
White Wonder, white
Muriel, blue
Violet Beauty, violet
Diana, bright red
Mrs. F. C. Peters, lavender
Dorritt, white splashed red
Pink Lily, deep pink
Pink Wonder, light pink
Rose Ash, smoky old rose



Standard Gladioli



Mrs. Frank Pendleton, salmon-pink
\$1.00 a dozen

Alice Tiplady. The finest of all the primulinus Hybrids, a lovely blend of salmon-apricot and orange. 6 for 50c, \$1.00 per dozen, \$5.00 per 100.

America. The popular clear lavender pink. 6 for 25c, 50c per dozen, \$3.50 per 100.

Gretchen Zang. Peach-pink, with lower petal blotches heavily stained geranium-red. Late flowering. 6 for 50c, \$1.00 per dozen, \$7.00 per 100.

Halley. Very large, early flowering rich salmon. 6 for 25c, 50c per clear blush. 6 for 25c, 50c per dozen, \$3.50 per 100.

Le Marechal Foch. Very delicate clear blush, large open lily-like flower. 6 for 25c, 50c per dozen, \$3.50 per 100.

Meadowvale. White with lower petals splashed red. 6 for 25c, 50c per dozen, \$3.50 per 100.

Mrs. Frank Pendleton. Giant flowers of beautiful flushed salmon-pink with rich maroon blotch. 6 for 50c, \$1.00 per dozen, \$7.00 per 100.

Myra. Deep salmon on yellow ground, yellow throat. 6 for 25c, 50c per dozen, \$3.00 per 100.

Panama. Large deep pink. 6 for 50c, \$1.00 per dozen, \$7.00 per 100.

Principine. Large carmine red with prominent white throat. 6 for 25c, 50c per dozen, \$3.50 per 100.

Schwaben. Large canary-yellow with red throat markings. Very late. 6 for 50c, \$1.00 per dozen, \$7.00 per 100.

Wilbrink. One of the earliest; very delicate lilac-pink, with deeper lilac throat marking. 6 for 25c, 50c per dozen, \$3.50 per 100.

Three each of the above twelve Standard Gladioli (36 bulbs) for \$2.25; 6 of each for \$4.00; 12 of each for \$7.00 postpaid.



J. Herbert Alexander

New Giant Flowering Montbretia

The Montbretia are among the most attractive and brightest of our free-flowering bulbs, and deserve to be planted extensively. The beauty of their flowers can only be appreciated when seen, they are so charmingly graceful; their daintiness adds a certain fascination to the whole flower, making them most effective for table decorations. The plants produce well branched stems upon which hosts of miniature Gladioli-like flowers are developed, blossoming continuously from August until killed by frost. Possessing grace, simplicity and beauty they are ideal for cutting, and equally good for mass planting in the garden. Several dozen bulbs are required to make a suitable showing; they will not give satisfaction individually. In masses their blends of orange, red and gold are most brilliant, harmonizing perfectly and making them an ideal Fall flower.

They should be harvested and handled thru the Winter the same as Gladioli, are very easily grown, requiring the same fertilization. It is well to caution you to have patience after planting, because it requires over twice as long for them to come thru the ground, as most bulbs, and be careful that you do not pull them up, as their tiny foliage resembles grass blades when it appears. They look like miniature Gladioli growing, and should be planted four inches apart and from four to five inches deep. The plants enjoy full sun and blossom continuously.

Phenomenal Montbretia

Star of the East. The most phenomenal of all the Giant Montbretias, truly an aristocrat, being twice as large as any of the other varieties. In color, an exquisite blending of orange yellow and reddish gold. Excellent for decorations.

\$5.00 per dozen, \$40.00 per 100.

Potsii Grandiflora. The largest and most beautiful of the reds; a fiery most brilliant orange-red with golden tints, toward the center. Very effective in masses. \$2.50 dozen, \$18.00 per 100.

INDESTRUCTIBLE ALL-STEEL TROWEL



This is the strongest and most durable trowel I have ever seen; practically indestructible. Made all in one piece of hardened steel it is eleven and one-half inches long with a blue painted round handle that can be gripped strongly and firmly in the hand. A tool that is just right in every way for the purposes for which it is intended. Sent post-paid for 50c.

Thirty-six



Giant Montbretia

Aurantica. An exquisite blend of orange and gold with slight reddish tinge. Ideal for mass planting and one of the most productive. \$1.50 dozen, \$10.00 per 100.

Crocasmiaeflora. Dazzling reddish orange, with golden center. The most abundant flowering of this collection; a strong sturdy grower and very beautiful. \$1.00 dozen, \$8.00 per 100, 50 for \$4.00.

Carmine Brilliant. This variety is properly named as it is a most brilliant carmine-red. One of the richest of the Montbretia. \$2.50 dozen \$18.00 per 100.

Fire King. Large fiery red, the brightest of all the reds. \$1.50 dozen, \$10.00 per 100.

George Davidson. The largest and finest of the golden yellow varieties; strong sturdy grower and very abundant flowering. \$2.50 dozen, \$18.00 per 100. (Many inferior yellows are sold for this variety.)

King Edmund. The flowers are large, rich golden yellow with brown

marking in the throat. \$1.00 dozen, \$8.00 per 100.

Macrosphale. A beautiful apricot orange blending to gold. \$2.50 dozen, \$18.00 per 100.

Meteor. One of the most attractive, a blending of orange-red and gold. \$2.50 dozen, \$18.00 per 100.

Rayon D'or. Large deep golden yellow with red center. \$1.00 dozen, \$7.00 per 100.

Tigridae. The most unusual and distinct of the Montbretia. Golden orange with a very oddly marked orange red center, streaked and variegated. \$2.50 dozen, \$18.00 per 100.

One dozen bulbs of each of the above Ten New Giant Montbretia (120 bulbs) for \$15.00 postpaid, 25 bulbs of each variety (250 bulbs) for \$25.00 postpaid. 12 each of *Crocasmiaeflora*, *George Davidson*, *Meteor* and *Fire King* for \$7.00 postpaid; 12 each of *Aurantica*, *Rayon D'or*, *King Edmund* and *Crocasmiaeflora* for \$4.00 postpaid.

INFORMATION

Time of Shipment. I shall start making shipments on the fifteenth of March and your order will be sent as soon after that date as possible. If you desire an earlier shipment or a shipment on a given date please mention the fact in your order and I shall make every effort to meet your wishes.

Substitutions. Every bulb or plant is sent out labeled absolutely true to name but sometimes a customer will call for a variety that is out of stock. In a case of this kind I take the liberty of sending a higher priced variety properly labeled with no additional charge, rather than delay shipment of the order. If you desire the precise varieties you call for and do not want anything else, I would ask that you please make mention of it when ordering.

Transportation Free. There will be no charge whatever for packing or transportation, the order being shipped by either parcel post or express, which ever is the cheapest and best.

Guarantee. Every bulb, root and plant sent out is absolutely guaranteed to be as represented and to reach its destination in good growing condition. This guarantee covers a replacement of the stock or a refunding of the purchase price but in no case shall I be held responsible for an amount in excess of the price paid. Any complaint of what ever nature will have my prompt and cheerful attention and I shall only be too glad of the opportunity of making proper adjustment.



J. Herbert Alexander

Darwin Tulips



The Darwins are the "Aristocrats of Tulipdom" — those tall, stately, long-stemmed varieties blooming about Decoration Day.

Bartigon. Large, brilliant salmon-red; very showy. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Clara Butt. The most popular salmon-pink; large, tall, late bloomer, and very prolific. Highly recommended. 50c per dozen, 25 for \$1.00, \$3.50 per 100, \$30.00 per 1,000.

Farncombe Saunders. An "Aristocrat" among Tulips; gigantic bright salmon-red; very tall, and exceptionally fine. 70c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Faust. Largest and tallest of the near-black Tulips. A very dark satiny-purple with bluish base, — almost black. 80c per dozen, 25 for \$1.50, \$6.00 per 100.

Middlebarn, Massachusetts



Feu Brilliant. Glowing red, very fine. 80c per dozen, 25 for \$1.50, \$6.00 per 100.

Glow. Dazzling vermilion-scarlet. Latest flowering of the red shades. Very rich and brilliant. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Gretchen. One of the latest to bloom, coming usually at Decoration time. Pale pink with blends of lavender and white. 50c per dozen, 25 for \$1.00, \$3.50 per 100, \$30.00 per 1,000.

Inglescombe Yellow. Best pure yellow. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

King Harold. Very late, large, mahogany red. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

La Tulipe Noire. "The Black Tulip," — nearest to black of any Tulip grown. Late. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

SURPRISE COLLECTION

Glow. Glowing scarlet-red.

Massachusetts. Vivid pink.

Farncombe Saunders. Salmon-red.

Faust. Unusual shade of nearly black.

Princess Elizabeth. Beautiful shade of pink.

Philippe de Communes. Large, velvety purple.

6 of each (36 bulbs) for \$ 1.85

12 of each (72 bulbs) for \$ 3.50

25 of each (150 bulbs) for \$ 6.50

100 of each (600 bulbs) for \$25.00

FALL CATALOGUE

My Fall catalogue of Tulips and other bulbs will be issued about September 1st. Write for a complete list of all sorts of Tulips and other bulbs for Fall planting.

Massachusetts. Vivid rose-pink. The tallest of the pinks, exceptionally fine. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Phillipe de Communes. Large velvety, dark purple; one of the best of the very dark Tulips. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Princess Elizabeth. Large rose-pink, one of the best. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Rev. Ewbank. Vivid heliotrope-lilac. 60c per dozen, 25 for \$1.00, \$4.00 per 100, \$35.00 per 1,000.

Collection: Three of each of the above fourteen Select Darwin Tulips (45 bulbs) for \$2.50 postpaid; six of each (90 bulbs) for \$4.50; 12 of each (180 bulbs) for \$8.00; 25 of each (375 bulbs) for \$15.00; 100 of each (1,500 bulbs) for \$50.00.

RELIABLE COLLECTION

Bartigon. Rich salmon-red.

Feu Brilliant. Blazing scarlet.

King Harold. Deep mahogany.

La Tulipe Noire. Almost black.

Rev. Ewbank. Heliotrope-lilac.

6 of each (30 bulbs) for \$ 1.50

12 of each (60 bulbs) for \$ 2.50

25 of each (125 bulbs) for \$ 5.00

100 of each (500 bulbs) for \$20.00

STANDARD COLLECTION

Clara Butt. Salmon-pink.

Pride of Haarlem. Giant red.

Inglescombe Yellow. Best yellow.

Gretchen. Light lavender.

6 of each (24 bulbs) for \$ 1.00

12 of each (48 bulbs) for \$ 2.00

25 of each (100 bulbs) for \$ 3.50

100 of each (400 bulbs) for \$13.50



BORDER OF TULIPS

A Cordial Invitation

to visit my gardens, whenever you have the opportunity, is extended to you. You are invited to come, and bring your friends, — the more the merrier. I assure you I will strive to make your visit as pleasant as possible, and that I will show you over my entire farm.

My gardens are located on the State Road from Boston to Cape Cod, between the towns of Bridgewater and Middleboro, five miles south of Bridgewater.

You will be able to enjoy over twenty-five acres of dahlias, which are in bloom from late July until frost, and are usually at their best during late August. Thousands of Gladioli, bordering the State Road near my new roadside-stand, will interest you, I am sure. My planting of them for 1929 will be considerably increased. For an early Spring attraction, I will have two acres of Tulips, which for this part of the country, will be a very unusual sight. The Darwin Tulips, which are the "Aristocrats of Tulipdom," will be at their best just before Decoration Day.

A half-mile auto drive thru my garden, with flowers on both sides, which was completed this past year will make it convenient for you to drive among my "Aristocrats of the Dahlia-World."

A large advertising sign at the corner, which says, "You are now in Dahliatown" will help you to locate my gardens. You are welcome at all times.

SEND FOR FREE ILLUSTRATED CATALOGUE

of

DUTCH BULBS

for

FALL PLANTING

TULIPS

Single Early
Double Early
Double Late
Rembrandt
Old Dutch

Cottage
Parrot
Darwin
Breeder
King Tut

NARCISSUS

Daffodils

Jonquils

OTHER BULBS

Hyacinths
Anemone
Fritillaria
Winter Aconite

Crocus
Snowdrop
Snowflake
Chionodoxa

Orders booked now for shipment at proper time